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Vital Questions To Ask You Next Site Search Engine Optimisation Expert

Key questions to ask your next website Search Engine Optimisation expert

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Many web site owners see the services of an Search Engine Optimisation expert as an easy way to a load of long term traffic. If you are about to appoint a company to help you Search Engine Optimisation your site, then you are entitled to know what they are going to do. After all, you are certainly paying quite a lot of money for these services. But what are the right questions to ask?

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Most Search Engine Optimisation companies will start with the web site review and make the changes. As long as that's done, there's not much to ask about. Where most of the money is spent is in the long term on link building and that's where some dirty work can come into play from the less reputable experts.

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Ask your proposed Search Engine Optimisation company what type of link building they will be using. Hopefully they will mention posting to blogs and article writing. If they are posting to blogs, ask whose blogs. Make sure they are not just leaving spammy comments on blogs. If article writing, who is writing the text and how much effort do they put into making sure the articles are published with the links in place? You both have a vested interest in making sure this is completed. Ask to see some examples of these for previous customers and if they say they can't because of confidentiality, be suspicious.

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Some Search Engine Optimisation experts will depend mainly or totally on some form of web site link exchanges. This is where you must take a lot of care. You should ask how they find sites who are willing to put the links on their web site. There will be two answers, either they are paid links or they are reciprocal links.

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If they are a paid link, then they should be responsible for making sure that the site link stays live for the agreed duration. The concern is if they are reciprocal links. If you are not having the link placed in your website, where is the link going and how are they finding these web sites?

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This is where some sneaky work can come in to play. Some SEO experts have lists of websites that accept automated link exchanges. These third party websites think they are reciprocal linking to your web site, but eventually notice large numbers of inbound links from the same useless directory with outgoing links to different sites. All you are actually paying for is for them to submit your links via an automated script. Quite often they don't even bother to submit you to the relevant pages within the web sites links directory. Not only does this mean you aren't on a themed page, but it is also wrecking the website owners links directory.

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So how can you spot those companies with dubious links building against those with better reciprocal link building? Again, ask them for some samples of where they have placed links for customers and ask them where they provide the reciprocal link back. Again, be wary of those experts not willing to tell you - they are probably hiding something.

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Once you know where they place links to other sites, have a look around the site. Does it have a home page? Is the web site listed in search engines? If not, then there's a dubious practice or two in their outgoing links. Are there lots of near identical pages on this site of theirs? Have a look on the web sites that are linked to and see if you can spot where their customers links are. Are they all on the same page or are they categorized?

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Be very wary about how your paid Search Engine Optimisation company runs a link building campaign for your site, otherwise it could be a very expensive way to get a lot of ignored links. And if you are looking for more tips to get traffic to my website, then don't forget to check out the blog!

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